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08/16/04

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Complete if Known			
Application Number	09/750,800		
Filing Date	19 JAN 2001		
First Named Inventor	SCHLACK		
Art Unit	2614		
Examiner Name	MANNING, JOHN		
Attorney Docket Number	T721-20		

Examiner	U. S. PATENT DOCUMENTS Examiner Cite Document Number Publication Date Name of Patentee or Pages, Columns, Lir					
nitials*	No.1	Document Number Number-Kind Code ^{2 (if known)}	MM-DD-YYYY	Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	
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Cite No.1		Foreign Patent Document	Publication Date	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages	Π
	Country Code ³ "Number ⁴ "Kind Code ⁵ (if known)	MM-DD-YYYY		Or Relevant Figures Appear	T6	
BD	WO9827723	06-25-1998	YUEN			
BE	WO9966719	12-23-1999	ZIGMOND			
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	No.1	Cite No.¹ Country Code³ "Number ⁴ "Kind Code⁵ (if known) BD WO9827723	Cite Foreign Patent Document Publication Date MM-DD-YYYY	Cite No. 1 Foreign Patent Document Publication Date MM-DD-YYYY Country Code 3 Number 4 Kind Code 5 (# known) BD WO9827723 Publication Date MM-DD-YYYY Name of Patentee or Applicant of Cited Document MM-DD-YYYY O6-25-1998 YUEN	Cite No.¹ Foreign Patent Document Publication Date MM-DD-YYYY Publication Date MM-DD-YYYY Publication Date MM-DD-YYYY Publicant of Cited Document Where Relevant Passages Or Relevant Figures Appear Publication Date MM-DD-YYYY P	

Examiner		Date	
Signature		Considered	1
*EXAMINER	Initial if reference considered, whether or not citation is in conformance with MPEP 609. Dr	aw line through	citation if not in conformance and not
considered.	nclude copy of this form with next communication to applicant. Applicant's unique citation	designation num	ber (optional). 2 See Kinds Codes of

USPTO Patent Documents at www.uspto.gov or MPEP 901.04. ³ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. ⁶Applicant is to place a check mark here if English language

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ELECTRONIC INFORMATION DISCLOSURE STATEMENT

Ele@ronic Version v18 Nesheet Version v18.0

> Title of Invention

System and method for delivering targeted advertisements using multiple presentation streams

Application Number:

09/750800

09/750800

Confirmation Number:

8297

First Named Applicant: John Schlack Attorney Docket Number: T721-20

Art Unit:

2614

Examiner:

John Manning

Search string:

(5446919 or 5534911 or 5621728 or 5650994 or 5724091 or 5752160 or 5761601 or 5774170 or 5966120 or 5990927 or 6002394 or 6009410 or 60020883 or 6029045 or 6253238 or 6263501 or 6418122 or 6425131 or 6434747 or 6446082 or 6459427 or 6463585 or 6487721 or 6516002 or 6615039 or 6631523 or 6675385 or 6718551 or 6724974 or 6738978 or 20020026645 or 20020104083 or 20020129374 or

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Note: Applicant is not required to submit a paper copy of cited US Patent Documents

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	2	5534911	1996-07-09	LEVITAN			
	3	5621728	1997-04-01	LIGHTFOOT			
	4	5650994	1997-07-01	DALEY			
	5	5724091	1998-03-01	FREEMAN			
	6	5752160	1998-05-01	DUNN			
	7	5761601	1998-06-01	NEMIROFSKY			
	8	5774170	1998-06-01	HITE			
	9	5966120	1999-10-01	ARAZI			
	10	5990927	1999-11-01	HENDRICKS			
	11	6002394	1999-12-01	SCHEIN			
	12	6009410	1999-12-01	LEMOLE		CC	
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13	60020883	2000-02-01	HERZ
14	6029045	2000-02-01	PICCO
15	6253238	2001-06-01	LAUDER
16	6263501	2001-07-01	SCHEIN
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18	6425131	2002-07-01	CRANDALL
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24	6516002	2003-02-01	HUANG
25	6615039	2003-09-01	ELDERING
26	6631523	2003-10-01	MATTHEWS
27	6675385	2004-01-01	WANG
28	6718551	2004-04-01	SWIX
29	6724974	2004-04-01	NARUTO
30	6738978	2004-05-01	HENDRICKS

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Note: Applicant is not required to submit a paper copy of cited US Published Applications

init	Cite.No.	Pub. No.	Date	Applicant	Kind	Class	Subclass
	1	20020026645	2002-02-12	SON			
	2	20020104083	2002-08-12	HENDRICKS]		
	3	20020129374	2002-09-12	FREEMAN			
	4	20030200128	2003-10-12	DOHERTY			

Signature

Examiner Name	Date

